

?shf; ds

File 256:SoftBase:Reviews,Companies&Prods. 85-2000/Jun

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File 278:Microcomputer Software Guide 2000/Jul

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File 634:San Jose Mercury Jun 1985-2000/Jul 27

(c) 2000 San Jose Mercury News

Set	Items	Description
S1	2751	POINT(2W)SALE(W) (TERMINAL? ? OR SYSTEM?) OR POS OR P()O()S OR CASH()REGISTER? OR ECR
S2	112	POINT(2W)PURCHASE? OR P-O-P OR P()O()P
S3	556	POINT(2W)SALE?
S4	3237	S1 OR S2 OR S3
S5	165	(COMPLEMENTA? OR SUPPLEMENTA?)(2N)(PRODUCT? OR OFFER?)
S6	0	S5 (20N) S4
S7	24	UPSELL OR UP()SELL
S8	0	S7 (20N) S4
S9	33	CROSS()SELL
S10	0	S9 (20N) S4
S11	20	COUPON? (20N) S4
S12	1	S11 AND S11/TI
S13	0	(CUSTOMIZ?(2N)COUPON?) (20N) S4
S14	0	(ACTIVIT?(2N)RATE?) (20N) S4
S15	0	(OFFER? ?(2N) SCHEDULE?) (20N) S4
S16	0	(OVERRIDE(2N)SIGNAL?) (20N) S4
S17	19	S7 NOT PY>1998
S18	5	S7 NOT S17
S19	5	S4(10W) COUPON?

19/3,K/1 (Item 1 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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08577029

ADVERTISING OFFENSIVE FINDING ADS IN ALL THE WEIRD PLACES

San Jose Mercury News (SJ) - Sunday, March 17, 1996
By: HAL KAHN, Mercury News Staff Writer
Edition: Morning Final Section: Business Page: 1E
Word Count: 1,962

...ll be visible when cameras focus on players.

GROCERY RECEIPTS: 'Everybody shops,' says Carole McCormick of Aquarius Enterprises, which sells space on the back of **cash register** tapes. Putting a **coupon** on a grocery tape costs \$750 for 12 weeks or 200,000 exposures, whichever comes first. There are discounts for multiple sites.

ON THE INTERNET...

19/3,K/2 (Item 2 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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07629107

SMALL FIRMS SEE BIG RESULTS WITH COUPONS

San Jose Mercury News (SJ) - Sunday, May 8, 1994
By: Orange County Register
Edition: Morning Final Section: Professional Careers Page: 1PC
Word Count: 694

... 2 off a basic wash, \$3 off a deluxe wash, \$10 off a hand wax, \$20 off complete detailing. He distributes them by direct mail, **cash -register** tapes and newspaper.

He'll even accept competitors' **coupons** .

Couponing helped Lake Forest Car Wash build up its customer base, he says. Once customers came in the door, they spent more money at the wash...

19/3,K/3 (Item 3 from file: 634)
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07255155

CLICK AND SAVE FIRMS FINDING HIGH-TECH WAYS TO DISPENSE THE CLASSIC COUPON

San Jose Mercury News (SJ) - Saturday, September 11, 1993
By: Los Angeles Times
Edition: Morning Final Section: Business Page: 9D
Word Count: 564

Supermarket **cash registers** are dispensing **coupons** linked to what store computers "see" you have purchased. Store aisles are increasingly littered with plastic gadgets with flashing red lights that entice shoppers by...

19/3,K/4 (Item 4 from file: 634)

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07183114

BENSON & HEDGES ADS BRING MIXED REVIEWS

San Jose Mercury News (SJ) - Thursday, July 1, 1993

By: Milwaukee Journal

Edition: Street Section: Business Page: 5E

Word Count: 547

...favor of other methods of appealing to Benson & Hedges target audience.

Although the campaign will continue, the company will redirect emphasis from media ads to **point -of-sale** displays at retail outlets, direct mail and **coupon** inserts in magazines, said Karan Daragan, spokeswoman for Phillip Morris USA.

19/3,K/5 (Item 5 from file: 634)

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05033288

PEPSI TRIES TACKLING A NEW CHALLENGE

SAN JOSE MERCURY NEWS (SJ) - Friday, April 28, 1989

Edition: Morning Final Section: Living Page: 6F

Word Count: 499

... contact you. He offered you a free meal for your entire family. Franco says the problem was a lack of communication coupled with a faulty **cash register**. The register would not accept **coupons**, so employees assumed the game was over.
?

18/3,K/1 (Item 1 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00122819 DOCUMENT TYPE: Review

PRODUCT NAMES: Internet Marketing (835552); Personalization (840335)

TITLE: Behavioral Science
AUTHOR: Grebb, Michael
SOURCE: Business 2.0, p112(2) Mar 2000
ISSN: 1080-2681
HOME PAGE: http://www.business2.com

RECORD TYPE: Review
REVIEW TYPE: Product Analysis
GRADE: Product Analysis, No Rating

REVISION DATE: 20000530

...Net Perceptions extends the paradigm by completely reversing the conventional view of market, according to a senior VP. Net Perceptions, for instance, is starting to **up-sell** products to consumers, although the products offered are not related to previous purchases; the products have, however, been attractive to people with similar interests.

18/3,K/2 (Item 2 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00119561 DOCUMENT TYPE: Review

PRODUCT NAMES: Netscape BillerXpert 1.0 (775959); Novazen Suite (775967)

TITLE: Smooth Sailing With Online Billing
AUTHOR: Hoffman, Richard
SOURCE: Network Computing, v10 n17 p73(7) Aug 23, 1999
ISSN: 1046-4468
HOME PAGE: http://www.NetworkComputing.com

RECORD TYPE: Review
REVIEW TYPE: Review
GRADE: B

REVISION DATE: 19991230

...processing delays. EBPP also allows more direct contact with customers, for more personalization and control over services and more opportunity for marketing and cross-sell/**up-sell**. Customers can reduce the cost of bill paying and handling, control spending trends, and consolidate tracking and payment from multiple accounts. BillerXpert works well with...

18/3,K/3 (Item 3 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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00118382 DOCUMENT TYPE: Review

PRODUCT NAMES: Sales Mechanics (676551); Rainmaker Sales (754072); Sales Call Advisor (767476); Market-Touch SC (767484); Signature Plus (767492)

TITLE: Software That Sells

AUTHOR: Sweat, Jeff

SOURCE: Information Week, v738 p100(3) Jun 14, 1999

ISSN: 8750-6874

HOME PAGE: <http://www.informationweek.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 20000519

...to customize products to order, and will tell them how products should be used and what products work together. Such automation allows sales reps to **up-sell** or cross-sell products by telling customers what products can be purchased together or are on sale. Pyxis uses Sales Call Advisor, which helps sales...

18/3,K/4 (Item 4 from file: 256)

DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.

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00115100 DOCUMENT TYPE: Review

PRODUCT NAMES: k-Commerce Support 4.0 (733628)

TITLE: Service virtually anyway

AUTHOR: Staff

SOURCE: KM World, v8 n2 p1(2) Feb 1999

ISSN: 1060-894X

HOME PAGE: <http://www.KMonline.com>

RECORD TYPE: Review

REVIEW TYPE: Product Analysis

GRADE: Product Analysis, No Rating

REVISION DATE: 19990630

...multiple chat strings concurrently to improve workflow. K-Commerce products optimize use of information captured about a customer to enhance the operator's ability to **upsell** and cross-sell. Only 2.7 percent of those who surf to e-commerce sites actually purchase something, according to a recent survey, and K...

18/3,K/5 (Item 1 from file: 634)

DIALOG(R) File 634:San Jose Mercury

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10123086

CONSUMER TO BE NEXT MARKET AREA FOR NETWORKING

San Jose Mercury News (SJ) - Monday, May 3, 1999

By: (Edited by Jon Healey)

Edition: Morning Final Section: Business Monday Page: 1E

Word Count: 1,586

... packages (add on). I think the cable industry understands that business model -- they try to get in the door with the basic services and then **up - sell** you additional services. So I think that same thing will happen as we roll out more technology.

My sense is, you'll see consumer price...
?

17/3,K/1 (Item 1 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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01755389 DOCUMENT TYPE: Product

PRODUCT NAME: ShopSite (755389)

Open Market Inc `(598186)
1 WaySide Rd
Burlington, MA 01803 United States
TELEPHONE: (781) 359-3000

RECORD TYPE: Directory

CONTACT: Sales Department

REVISION DATE: 000000

...embarking on Internet commerce. ShopSite helps businesses set up shop using its industry-leading merchandising solutions. ShopSite lets merchants: handle orders securely; create online catalogs; **upsell** and cross-sell products; register customers; calculate shipping and tax costs; process credit card-based purchases; and provide order tracking assistance to customers.

17/3,K/2 (Item 2 from file: 256)
DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.
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01751995 DOCUMENT TYPE: Product

PRODUCT NAME: CoreCommerce 4 (751995)

Syndesa Inc (662909)
1500 Broadway 31st Floor
New York, NY 10036 United States
TELEPHONE: (212) 329-4300

RECORD TYPE: Directory

CONTACT: Sales Department

REVISION DATE: 000000

...product inventory; and compare prices and features. Business using a CoreCommerce system can: present related product options; restrict access to information; and cross-sell and **up -sell** products.

17/3,K/3 (Item 1 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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09609213

LARRY THE MYSTERY SHOPPER

San Jose Mercury News (SJ) - Sunday, April 19, 1998

By: BOB FROST

Edition: Morning Final Section: West Page: 8

Word Count: 361

... questions such as, ''Do you have a timer with a magnet on the back?'' This tests their product knowledge. I see if they attempt to ''**upsell**,'' that is, interest me in additional products. Upselling is a good thing. Then I purchase an item and see how they handle the transaction.

I...

17/3,K/4 (Item 2 from file: 634)
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09512097

WINDOWS SHOPPING PERSONAL TOUCH MAY HELP TAKE THE FEAR OUT OF ONLINE BUYING FOR CONSUMERS

San Jose Mercury News (SJ) - Monday, January 12, 1998
By: JON HEALEY, Mercury News Staff Writer
Edition: Morning Final Section: Silicon Valley Life Page: 1C
Word Count: 1,362

...sites to set criteria as to which visitors to offer help, said Andrea V. Papa, a Lucent spokeswoman.

The monitoring also helps sales clerks to ''**upsell**'' -- that is, to convince a shopper who's about to buy a \$120 CD player that a \$200 CD player is a much better buy...

17/3,K/5 (Item 3 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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09509170

GET THE LINE ON ALIGNMENT

San Jose Mercury News (SJ) - Friday, January 9, 1998
By: BRAD BERGHOLDT column
Edition: Morning Final Section: Drive Page: 4G
Word Count: 595

... is. Installation of a camber kit would likely run around \$70-90 per side, in addition to the cost of the wheel alignment -- a profitable ''**up - sell**'' for the tire shop.

So when they say they ''can't'' align your car, that's playing hardball. What they should tell you is that...

17/3,K/6 (Item 4 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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09301011

STOCKS IN CHAOS DOW OFF 554, NASDAQ 116: SHARES LOSE \$600 BILLION TECH STOCKS TAKE A DIRECT HIT; CHIPS FALL 9 PERCENT HONG KONG, TOKYO PLUNGE AGAIN THIS MORNING BIG TEST TODAY

San Jose Mercury News (SJ) - Tuesday, October 28, 1997
By: SCOTT THURM, Mercury News Staff Writer
Edition: Morning Final Section: Front Page: 1A

Word Count: 1,970

...than seven years?

The sketchy information available Monday suggested that the trading halts instituted after the 1987 crash had not altered market psychology. With pent-up sell orders from Monday and another steep decline in Hong Kong overnight, most analysts expect stocks to begin falling again after the markets open at 6...

17/3,K/7 (Item 5 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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09108113

IDLER ARM AFFECTS TIRE WEAR

San Jose Mercury News (SJ) - Friday, April 18, 1997
By: BRAD BERGHOLDT column
Edition: Morning Final Section: Drive Page: 2G
Word Count: 497

... Well, identifying front suspension problems at the time of a tire purchase is in your interest and can provide the tire shop with a profitable upsell. With the miles you've traveled, it's very likely they are on the up-and-up on this recommendation. The price you were quoted...

17/3,K/8 (Item 6 from file: 634)
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08681062

LENDER AGREES TO PAY SETTLEMENT IN INFLATED HOME INTEREST RATES

San Jose Mercury News (SJ) - Saturday, June 29, 1996
By: KENNETH HARNEY column
Edition: Morning Final Section: Real Estate Page: 3F
Word Count: 770

... mortgage industry but barely understood by borrowers: The payment of 'overages' or 'yield-spread premiums' by large lenders to mortgage brokers and bankers when they 'upsell' rates or fees to their clients.

For example, a national wholesale lender might pay local brokers a fee of two points - 2 percent of the...

... to customers covered by the suit. Borrowers who paid more than six points in fees and who can prove the local mortgage originator concealed the upsell fees may be eligible for a complete refund of the points paid.

Borrowers who paid lesser amounts of points and can prove they were misled...

17/3,K/9 (Item 7 from file: 634)
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08217079

LENDERS WHO CHARGED EXTRA INTEREST HIT WITH SUIT

San Jose Mercury News (SJ) - Saturday, August 5, 1995
By: KENNETH R. HARNEY column
Edition: Morning Final Section: Real Estate Page: 1F
Word Count: 753

TEXT:

... prominent lenders is focusing new attention on a widespread practice that few home-loan applicants understand: the payment of extra money to mortgage companies that "upsell" the rates or fees on loans they originate.

The extra fees - known as overages or yield-spread premiums - typically are paid to local mortgage brokers...

... one-half point (one-half of 1 percent of the loan amount) - up to a maximum of three points."

Another cited firm touted its "bonus upsell" program. For a rate of 1 1/2 percentage points above the going level - either fixed or adjustable - the lender would pay a broker a...

... procure their loans at the best rate and terms available." The suit details the loan terms and rates for a series of borrowers, alleging undisclosed upsell payments varying from \$400 on a \$27,000 loan to \$5,441 on a \$121,200 loan. Some of the extra money was paid for...

17/3,K/10 (Item 8 from file: 634)
DIALOG(R) File 634:San Jose Mercury
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07125206

POACHERS 'BOMB' BEDS OF FOSSIL FISH

San Jose Mercury News (SJ) - Tuesday, May 4, 1993
By: Associated Press
Edition: Morning Final Section: Science & Medicine Page: 6C
Word Count: 529

... the only one," said Porter, who works with the U.S. Bureau of Land Management.

Money motivates the poachers. Fossil fish are easy to dig up, sell for prices starting at \$10 each and are harder to trace than dinosaur skeletons and other remainders of the Jurassic jungle that once was Wyoming ...

17/3,K/11 (Item 9 from file: 634)
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06688034

EVERYDAY LOW PRICING SEARCHING FOR SALES OR HAGGLING FOR A BETTER DEAL CAN BE A HASSLE; MORE BUSINESSES ARE BETTING THAT CONSUMERS PREFER CONSISTENT AND REASONABLE PRICING

San Jose Mercury News (SJ) - Monday, July 6, 1992
By: MARK SCHWANHAUSSER, Mercury News Staff Writer
Edition: Morning Final Section: Business Monday Page: 1E
Word Count: 1,793

... tier rate card has prices geared for business travelers, weekend visitors and vacationers who can plan at least 14 days in advance. Formerly trained to " **up -sell** " in hopes of booking customers at higher rates, Sheraton reservationists now are told to quote the applicable rate first.

(box) FORD: After a trial in...

17/3,K/12 (Item 10 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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06342024

FREMONT LUXURY HOMES GO ON THE BLOCK

San Jose Mercury News (SJ) - Saturday, December 7, 1991
By: DAN STOBBER AND MARY ANNE OSTROM, Mercury News Staff Writers
Edition: Alameda County/Am Section: Local Page: 1B
Word Count: 659

... for Fremont. It was organized by real estate broker Doreen Roberts, who said the contractors who built the unsold homes are ready to "give it **up** , **sell** them for what they cost, and move on to their next project."

The most expensive model, a 5,700-square-footer with a commanding view...

17/3,K/13 (Item 11 from file: 634)
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06274089

LOS ALTOS' CONDOS FOR 62 AND UP SELL WELL

San Jose Mercury News (SJ) - Monday, September 30, 1991
By: DON BRIGNOLO, Mercury News Staff Writer
Edition: Peninsula/Am Section: Local Page: 1B
Word Count: 405

LOS ALTOS' CONDOS FOR 62 AND UP SELL WELL

17/3,K/14 (Item 12 from file: 634)
DIALOG(R)File 634:San Jose Mercury
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06230086

IF CREDIT'S SHAKY, LOAN RATES GO UP

San Jose Mercury News (SJ) - Saturday August 17, 1991
By: Kenneth Harney column
Edition: Morning Final Section: Home Page: 6D
Word Count: 836

... source of the broker's loan funds) wants 13 percent to 15 percent for certain B or C grade mortgage paper. If the broker can "**upsell** the rate," however -- push it to 16 or 18 percent, even though the borrower's credit merits a lower rate -- the broker gets to keep...

17/3,K/15 (Item 13 from file: 634)
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06134011

BRANDIES OF NEW WORLD GO NOSE-TO-NOSE WITH OLD

San Jose Mercury News (SJ) - Monday May 13, 1991

By: LAWRENCE M. FISHER, New York Times

Edition: Morning Final Section: Business Monday Page: 13D

Word Count: 683

...retailers believe they are up to the challenge. In blind tastings, these spirits often beat Europe's best.

But premium spirits, priced at \$30 and **up** , **sell** as much on mystique as on taste, and centuries-old French labels have upstarts beat.

"This is like California wine in 1955," said Ansley J...

17/3,K/16 (Item 14 from file: 634)

DIALOG(R)File 634:San Jose Mercury

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05670040

SOME POSITIVE MAXIMS TO LIVE (AND WORK) BY

SAN JOSE MERCURY NEWS (SJ) - Monday, June 18, 1990

By: Tom Peters column

Edition: Morning Final Section: Business Monday Page: 2D

Word Count: 836

...and your first 25 tries will be disasters. But if you are intimidated by the dockside titters after the first try, you'll either give **up** (**sell** the boat: I almost did) or start looking for easier moorings; in both cases, learning and improvement stops. The same applies directly to the warehouse...

17/3,K/17 (Item 15 from file: 634)

DIALOG(R)File 634:San Jose Mercury

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04576171

HANDS-ON OWNERSHIP WORKING FOR THEMSELVES MAKES AVIS EMPLOYEES TRY HARDER

SAN JOSE MERCURY NEWS (SJ) - Sunday, September 25, 1988

By: RONALD E. ROEL, Newsday

Edition: Morning Final Section: Business Page: 1E

Word Count: 1101

... putting Avis signs on the back of airport shuttle buses so customers could spot them easier. Reservation agents suggested better ways to use computers to **'upsell'** customers to higher-grade cars. Service representatives suggested ways to park cars to minimize theft and vandalism.

Most experts agree that ESOPs are best for...

17/3,K/18 (Item 16 from file: 634)

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03549279

A NEW CROP OF FARM TROUBLES FORECLOSURES LOOM

SAN JOSE MERCURY NEWS (SJ) - Monday, June 23, 1986

By: Associated Press

Edition: Stock Final Section: Business Page: 26D

Word Count: 370

...to respond to the agency notices.

Under the rules, the agency now will ''accelerate'' collections, meaning that the hard-core delinquents will have to settle **up** , **sell** out or be subject to FmHA foreclosure. But foreclosure can take two or three years, a drawn-out legal process that might go on well...

17/3,K/19 (Item 17 from file: 634)

DIALOG(R)File 634:San Jose Mercury

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03010382

DOES CLINT EASTWOOD HAVE LEGS?

SAN JOSE MERCURY NEWS (SJ) - Sunday, July 7, 1985

Edition: Morning Final Section: West Page: 6

Word Count: 3924

count the grosses, **upsell** the concessions, and pray that Cocoon or

The Goonies is this year's Ghostbusters.

THE MOVIE ENDS, THE CREDITS ROLL AND the lights come up...

?